



## MEETING MINUTES

**Date:** July 18, 2014  
**Time:** 9:00 a.m.  
**Place:** Metro Tech, 1900 Springlake, Drive, Oklahoma City, OK

### Call to Order/Welcome

Chair Steve Hendrickson called the meeting to order and thanked everyone for attending. He explained that Gov. Fallin was not able to attend due to a scheduling conflict but maybe she will be able to come in October or next January.

Chair Hendrickson also announced that Council member, Sec. Bob Sommers, was leaving his position at Career Tech as state director and Secretary of Education and Workforce and returning to Ohio to spend more time with his family. He asked Sec. Sommers to say a few words.

Sec. Sommers said that he regrets having to leave early but feels that a lot of good work has been going on. He said that Jake Yunker in his office has been doing a great job and that we can rely on him in the meantime. He mentioned that Deidre and Steve have also been doing a good job and have been great to work with. Sec. Sommers said that it was important to focus on the results we want to achieve and that it has been a pleasure to work with everyone.

### Approval of Minutes

A motion was made by Tim Burg to approve the minutes of the April 4, 2014 meeting and was seconded by Chris Hitch. The motion carried unanimously.

### Updates – Deidre Myers

Deidre thanked Steve Hendrickson for funding the coffee at the meeting because it cannot be purchased with federal funds. In the future, we will be looking for additional sponsors to fund the coffee at the Council meetings, so if interested, please contact Linda Emrich.

- **WIOA** – This passed in the Senate and the House with less than ten no votes, so we are very excited about it. Martin Simon, NGA, just put out a side-by-side where WIOA differs from WIA and Linda will be sending that out for the Council to look at. It puts back in the Governor's 15% Discretionary fund. We have the continuing objectives from the Governor's NGA initiative, *America Works*, going into Oklahoma Works, so to have that kind of flexibility for our state is good for Oklahoma. Second, it allows the locals to have the power to transfer funds from Dislocated Workers to Adults. This is so important because there are several local WIBs that just don't have a large dislocated population, so being able to move money is very beneficial to the state. A third point is that WIOA gives both the state board and the local boards more flexibility. Deidre said that as we learn more about the reauthorization, we will be reviewing and perhaps updating the statutes and the bylaws. She said that they will be working with Don Hackler, Legal Counsel, to make sure that we cover everything that needs to be done with the new reauthorization.

- **Ecosystem Brochure** – Everyone should have received an Ecosystem brochure today. This will show what the drivers are for our economy in Oklahoma. This brochure will be available for projects, events, etc., in order to educate people where opportunities are in our economy. Deidre said that this is not representative of all industries and all jobs in the state, but they just did a re-evaluation and the five systems make up 78% of our GDP and 63% of the wages that are paid in Oklahoma.
- **Governor's Council Dashboard** – They are continuing to meet with the agency directors. At the next Council meeting in October, they plan on unveiling the first report on metrics and goals and objectives for each metric. They are working with each agency to make sure they have the three to five metrics that follow workforce participation, employment growth, and wealth generation. As a sign that the Governor's office is pulling this altogether, the Office of Management and Enterprise Services (OMES) is also doing a big project to have performance measures with all of the state's measures and they are using the Governor's Council's dashboard's metrics and objectives. (Thanks to Sec. Sommers for working with the Governor's office.) The agency directors can now see that this work can be used in multiple places and that we are all actually on the same page and doing the same thing.

Deidre said that Katie Altshuler was unable to make the meeting today, as well as the Governor, due to conflicts in their schedules. The Governor is looking forward to coming to the October or January (if the polls are correct) meeting to talk about what they think should be the future vision of the next administration. The next Council meeting will be held at OSU-Oklahoma City on the regular meeting date (October 3, 2014).

Deidre explained that the NGA chairs have an initiative each year and then for two years after that initiative, NGA sponsors a policy academy. The states that are interested submit an RFP to see if they can be a part of that academy so they can continue the work that they have been doing for the initiative. Only 6-7 states are selected. Oklahoma did apply and we have a good probability of being accepted. If so, the work on the Governor's initiative, the dashboard, metrics, outcomes, goals, etc., will continue for another 18-24 months.

- **NGA Healthcare Workforce Policy Academy** – Oklahoma applied for this and was accepted. The team lead on the project is Julie Cox-Kain, OK State Department of Health. They had their first meeting just a couple of weeks ago. The objectives of this policy academy are specifically around finding a skilled and trained workforce for our healthcare industry and increasing health awareness and wellness of Oklahoma's larger workforce.
- **Whitehouse Data Jam** – Oklahoma was invited to attend the Whitehouse Data Jam, to be followed by a Data Palooza. Deidre represented Oklahoma. The Whitehouse has a number of policy initiatives where they would bring together stakeholders who were solution minded. Vice President Joe Biden was tasked by the President to do a study on workforce. So he went to a One-Stop Center in Pennsylvania and sat down and asked if I was an average Joe, what job is available in this area and what would I need to do to get that job and how can I use the computer to get it? Vice President Biden's office pulled

together a number of web developers and invited five states that have shown exemplary innovation and in terms of matching jobseekers with employers. Every region of DOL was asked to submit two states. Oklahoma was one of the states that Region IV selected. Each state went through a number of interviews and also through interviews with the Vice President's office. Only five states were selected to attend the Data Jam and Oklahoma was one of them. The other states were California, Michigan, Pennsylvania, and New York. Deidre said that this shows that size and resources do not matter. We can do whatever we set our minds to do. We can be just as innovative and entrepreneurial as any state that has millions and millions of dollars.

As she worked with some of the web developers who wanted an app to place knowledge-based people into knowledge-based jobs, Deidre explained that what was needed was to be able to match middle to low skilled jobs with employers. She said that we also needed an app that allows employers to understand how to put a job description on the web because users see a job title but don't understand what skills go with it. So we need a very user-friendly platform where an employer can go through and it would be a skills-based job posting instead of just putting a title in and allowing for that kind of matching. She will keep everyone updated on the Palooza when they have that meeting.

Chris Hitch said in the firearms industry, finding ammunition can be a problem. There are a few web sites available now that you can go to just one web site and it will list all of the retailers that sell a certain kind of ammunition. He thinks that you can apply that same philosophy towards finding jobs. He will send Deidre the web address. She said that she would forward it to the web team.

Deidre added that there were three projects that came out of the brainstorming at the Data Jam. She said what was interesting is that each of the projects were already being done at the state level somewhere. When talking about matching jobseekers with employers, she said that we are already doing that (OKJobMatch). So instead of reinventing the wheel, they need to look at what other states are already doing and then sponsor the ability to increase the scope for those working on those projects. There will be three projects that they will be working on.

Steve Hendrickson said, to offer some perspective, that if you go back to about 2003, one of the objectives of the Council was to have one place you could go to find out what skills were needed in the state of Oklahoma and who's providing those skills. He suggests to the Council that in a few months we will be there – we will have the first attempt of the dashboard. Everyone will be able to see the data showing where we are, what's needed, and how to close the gaps.

### **Committee Updates**

- **System Certification** – Donnalla Miller wanted to say again that the Workforce Partners Conference was a huge success and thanked everyone who attended or participated. Governor Fallin and the agency directors did a great job. She said for those who were not able to attend there is a link to the opening session with the Governor and directors. It will be sent out to everyone. ([http://www.youtube.com/watch?v=vWn1\\_SZ1C0g&feature=youtu.be](http://www.youtube.com/watch?v=vWn1_SZ1C0g&feature=youtu.be)) Out of this came a need for continued training. They think this is important because we have to continue to focus on enhancing services and focusing on great customer service for anyone who enters the

system regardless of their point of entry. The other part of training is accessibility for all who enters the system and also Workforce 101 so all partners can participate in the system.

Donnalla said that currently Northwestern, Southwest, Southern, Eastern, Northeast, and South Central areas are still in the process of doing their process mapping. If they decide to move forward there is some facilitation help that's being offered. All areas need to know that this is not mandatory but they are encouraged to take part in this and take advantage of the help that is being offered. Technical assistance is available to promote system building. Ricki Kozumplik is going to work with us and also Lisa Rosendale with Dept. of Labor. Donnalla said that they have made tremendous strides and have streamlined the process so as to make it more effective as they move forward.

- **Career Pathways** – Peggy Geib (reporting for Gordon Andersen) said that Gen. Ben Robinson frequently says that tomorrow's workforce is in the classroom today and it is critical that education and industry work together to create a skilled workforce for tomorrow. Peggy said that she was going to share some of the initiatives that are going on.
  - Aerospace Education & Industry Partnership (AEIP) Day will be at Rose State College on July 31. The aerospace industry is one of the key ecosystems in Oklahoma and has a critical need for well-educated, trained, skilled, and motivated workforce. The goal of AEIP is to introduce STEM teachers from grades 3-12, as well as school counselors, to aerospace industry careers. Lt. Gov. Todd Lamb will present awards to the Aerospace Fellows who will receive this year's Aerospace Classroom grants.
  - The 2014 Statewide Manufacturing Conference will be on October 1 at the Renaissance Hotel in Tulsa. There will be a pre-conference workshop entitled, *"How to Move Beyond the 'first chapter' of Lean manufacturing"* and an evening networking function on September 30.
  - The 2014 National Manufacturing Day is October 3. Companies will open their plants for tours. Pelco and Macklinburg Duncan Building Products have already signed up to participate. A statewide committee will get the word out to manufacturers and publicize the day and events to the general public.
  - Project Lead the Way (PLTW) – Robin Schott is the Regional Vice President for PLTW. There are 142 PLTW programs in Oklahoma. PLTW is the nation's leading provider of STEM programs. It includes curriculum – applied learning model, high-quality professional development for teachers, and corporate community partners. It provides hands-on learning opportunities in STEM areas for elementary, middle and high school students in more than 5,000 schools across the nation. As a result of PLTW, students are college and career ready, have increased GPA's and have a significant rate of college completion.
- **Youth Council** – Gilbert Hall (reporting for Chuck Mills and Jeff Pritchard) said that the next meeting will be at 10:00 a.m. on August 1 at Oklahoma State University - Oklahoma City and he encourages everyone to attend. There will be a review of the youth conferences that have been held around the state and a discussion of the professional development program process for

teachers. There is also something else in the works regarding a gathering of some individuals who will have an important role in the education of our children in Oklahoma.

**Consent Agenda**

- **Re-designation of Southern Workforce Area** – Recommendation to add three counties to the Southern Workforce area. The counties are Haskell, Latimer, and LeFlore. A motion was made by Secretary Sommers and seconded by Chancellor Johnson to add the three counties to the Southern Workforce Area. The motion carried unanimously. Let the record show that Donnalla Miller abstained from voting. No further discussion.

**Old Business** – None.

**New Business** – None.

**Next Meeting Date** – The next meeting will be held at 9:00 a.m. on October 3, 2014 at Oklahoma State University – Oklahoma City.

**Adjourn**

The meeting adjourned at approximately 9:55 a.m.

*Respectfully submitted,  
Linda Emrich*